

ABSTRACT OF THE DISCLOSURE

Provided is a magnetic toner comprising magnetic toner particles each comprising at least a binder resin and a magnetic iron oxide, the magnetic toner being excellent in developability and environmental stability, and being capable of reducing a toner consumption. A saturation magnetization  $\sigma_s$  and a remanent magnetization  $\sigma_r$  of the magnetic toner in a measured magnetic field of 795.8 kA/m are arranged in the range of 5 to 60 Am<sup>2</sup>/kg and in the range of 0.1 to 10.0 Am<sup>2</sup>/kg, respectively, and the binder resin having a polyester component polymerized by using a Ti chelate compound as a catalyst is used.